

**To:** Davis, Jay[Davis.Jay@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]  
**Cc:** Smith, Roxanne[Smith.Roxanne@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]  
**From:** Orquina, Jessica  
**Sent:** Wed 8/19/2015 8:02:10 PM  
**Subject:** RE: Ramping regular content back up on social

Hi Jay,

We will need the jpg for the graphic.

Jess

Jessica Ann Orquina

EPA Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

**From:** Davis, Jay  
**Sent:** Wednesday, August 19, 2015 3:56 PM  
**To:** Orquina, Jessica; Hart, Daniel  
**Cc:** Smith, Roxanne; Purchia, Liz; Reynolds, Thomas; Harrison, Melissa; Lee, Monica; Allen, Laura  
**Subject:** Ramping regular content back up on social

Hi all,

Tom, Liz and I touched base today about social media, and we'd like to start weaving in a couple posts on topics besides GKM tomorrow and Friday and see how they do. We're thinking that we'd go back to business as usual starting on Monday if all goes well over the next couple of days.

Below are a couple of posts for the main accounts for tomorrow and Friday, to get the word out about the methane announcement and OECA settlement. There's also some material on the CPP. Tom and Liz have looked at these and okayed them to go out.

We're also going to do the same on the Admin's account; there's a post at the very bottom below that we'll try tomorrow. I'll handle posting – including it here just for awareness.

Can we get these worked into the schedule? Please let us know about any questions or concerns.

Thanks,

Jay

## **THURSDAY**

### **METHANE BLOG POST**

FACEBOOK: Methane is a greenhouse gas that far more potent than carbon dioxide. This week we proposed standards to reduce methane emissions from the oil and gas sector. Learn more:

LINK: <https://www.whitehouse.gov/blog/2015/08/18/continuing-drive-methane-emission-reductions>

TITLE: Continuing to Drive Methane Emission Reductions

DESCRIPTION: The new standards help make important progress toward the Administration's goal of achieving a 40-45% reduction in methane emissions.

IMAGE: White House seal or Utech photo from page

TWITTER: Methane is far more potent than CO2. Our new standards would reduce emissions from oil & gas sector: <https://www.whitehouse.gov/blog/2015/08/18/continuing-drive-methane-emission-reductions> #ActOnClimate

-

#### **TWEETS:**

#CleanPowerPlan means 32% less carbon pollution from power sector & 20% reduction in other air pollutants by 2030.

New settlement cuts raw sewage and improves water quality in the Delaware River and tributaries: LINK TO OECA PRESS RELEASE.

#### **FRIDAY**

#### **GRAPHIC POST:**



FACEBOOK: The Clean Power Plan is our country's first big step to act on climate.

INSTAGRAM: The #CleanPowerPlan is our country's first big step to #ActOnClimate.

PINTEREST: The #CleanPowerPlan is our country's first big step to #ActOnClimate.

TWITTER: The #CleanPowerPlan is our country's first big step to #ActOnClimate. [[INCLUDE GRAPHIC IN POST]]

## **TWEETS:**

The health benefits for Americans of the #CleanPowerPlan add up to as much as \$34 billion/yr in 2030 & beyond.

Besides CO2 pollution, #CleanPowerPlan also cuts sulfur dioxide, a major air pollutant that causes lung disease & contributes to acid rain.

### **ADMIN'S ACCOUNTS:**

-

### **THURSDAY**

### **POLITICS NATION POST**

FACEBOOK: Kids in low-income and minority communities need clean air to breathe. This week I joined @PoliticsNation with Al Sharpton to talk about our new methane standards, the Clean Power Plan and how we protect public health when we act on climate.

LINK: <http://www.msnbc.com/politicsnation/watch/obama-s-plan-to-combat-methane-emission-508042819564>

TITLE: Obama's Plan to Combat Methane Emissions

DESCRIPTION: On Tuesday, the Obama Administration proposed the first ever nationwide rules aimed at reducing methane emissions. Rev. Sharpton sits down with the head of the EPA, Gina McCarthy.

IMAGE: default (Sharpton w/"clean air for all" graphic on screen behind him)

TWITTER: Low-income & minority communities need clean air. Chatted w/[@PoliticsNation](#) abt [#methane](#) standards & [#CleanPowerPlan](#): [on.msnbc.com/1UR11qS](http://on.msnbc.com/1UR11qS)

**Jay L. Davis**

Advisor for Digital Strategy & Engagement

U.S. Environmental Protection Agency

Desk: 202-564-0204

Cell: 202-748-3316

[davis.jay@epa.gov](mailto:davis.jay@epa.gov)